

# Social Marketing of Contraceptives in Rural Areas in Karnataka: A Case Study of Tumkur District

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Government Agency / Authority : Funded by Ministry of Health and Family Welfare, Government of India

**Abstract :** The objective of the study was to present a profile of the shopkeepers in rural area, to ascertain the reasons for stocking or not stocking condom/oral pill by them and their future plans for marketing this contraception, and to understand the demand for Nirodh and Oral pill in the rural areas. For this purpose, Tumkur district was selected as the study area. Thirty-six villages with more than 1000 population coming under five PHCs were selected. Structured schedules were canvassed to the shopkeepers to elicit information about their socio-economic and demographic information and also about their perception, prospects and problems in selling Nirodh and Oral pills in the rural areas. Case Studies were also conducted to highlight the issue clearly. Some of the suggestions on the basis of the study were: 1) increasing profit margin should be given to the petty shopkeepers; 2) Nirodh should be supplied at the doorsteps of the shops; 3) orientation camps should be organised and mass media to be roped in to promote the sale of contraception.